

## Message Text

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ACTION COME-00

INFO OCT-01 AF-06 ISO-00 USIA-15 /022 W

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R 171115Z JUL 75

FM AMEMBASSY DAKAR

TO SECSTATE WASHDC 1607

UNCLAS DAKAR 4172

E.O. 11652: N/A

TAGS: BEGEN, SG

SUBJ: EXHIBITIONS IN U.S. FOR TRAVEL PROMOTION

1. EMBASSY HAS RECEIVED THROUGH MINISTRY FOREIGN AFFAIRS REQUEST FROM MOUSTAPHA FALL, DELEGUE GENERAL AU TOURISME FOR LIST OF "FAIRS AND EXHIBITIONS" TO TAKE PLACE IN US DURING FY 1975-76 DEVOTED TO PROMOTION OF TOURISM. MOUSTAPHA FALL IS KEY DECISION MAKER IN GOS ON LARGE HOTEL AND TOURISM PROMOTION PROJECTS AND HAS BEEN TO US MANY TIMES. MOTIVE OF HIS INITIATIVE IS TO PROMOTE TRAVEL OF US TOURISTS TO SENEGAL.

2. EMBASSY IS UNAWARE OF ANY EVENTS WHICH SPECIFICALLY FIT DESCRIPTION GIVEN BY FALL. HOWEVER, DURING BICENTENNIAL YEAR, IT MAY BE THAT TRAVEL-AGENT ASSOCIATION OR LOCAL AGENTS MAY MOUNT EXHIBITIONS IN WHICH REPRESENTATIVES OF FOREIGN GOVERNMENT TRAVEL AGENCIES RESIDENT IN US MAY PARTICIPATE. THERE MAY BE AGENCIES IN US WHICH SPECIALIZE IN ORGANIZING TOURS TO AFRICA, OR A PROFESSIONAL ASSOCIATION OF TRAVEL INDUSTRY WHICH MAY BE ABLE TO ASSIST MR. FALL.

3. EMBASSY HAS MADE UP A LIST OF EXHIBITS FROM USTS PUBLICATION, 1975-76 DIRECTORY OF UNITED STATES TRADE SHOWS AND EXHIBITIONS AS INTERIM RESPONSES ADVENTURE'76 (WASHINGTON), EASTERN STATES EXPO (MASSACHUSETTS), LOS ANGELES, COUNTY FAIR (CALIFORNIA) STATE FAIR OF TEXAS, MIAMI INTERNATIONAL TRAVEL AND CAMPING SHOW (FLORIDA), AND INCENTIVE TRAVEL & MEETINGS EXPO (ILLINOIS). THESE COMMERCIAL SHOWS HAVE A TRAVEL

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ORIENTATION OR SECTION AND APPEAR TO WELCOME INTERNATIONAL

PARTICIPATION. WE DO NOT HAVE ANY SIMILAR INFORMATION ON CULTURALLY ORIENTED EXHIBITS, SUCH AS SMITHSONIAN BICENTENNIAL FESTIVAL OF AMERICAN FOLKLIFE (IN WHICH SENEGALESE AND OTHER FOREIGN CULTURAL GROUPS WILL PARTICIPATE).

4. ACTION REQUESTED: (USTS/USIA): IF AGENCIES KNOW OF EVENTS SCHEDULED FOR 1976 BY US TRAVEL INDUSTRY IN WHICH INTERNATIONAL PARTICIPATION WOULD BE WELCOME, WHETHER THEY ARE COMMERCIAL OR CULTURAL IN NATURE, PLEASE FORWARD TO DAKAR. FAILING THIS, POST WOULD APPRECIATE IDENTIFICATION OF US TRAVEL-INDUSTRY ASSOCIATION OR AGENCIES SPECIALIZING IN COMMERCIAL/CULTURAL TRAVEL TO AFRICA.  
AGGREY

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## Message Attributes

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**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Decaption Date:** 01 JAN 1960  
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**Disposition Approved on Date:**  
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